



Transforming Digital Engagement:

Insights from Aurora and Fort Collins



August 20, 2024



Agenda

1

Welcome and Introductions

2

EngagementHQ – Expanding our reach
(Aurora)

3

Community Engagement and Digital
Platforms (Fort Collins)

4

Q &A

Connecting & Interacting Today



Questions

Submit your questions via the Zoom Q&A console.



Chat

Your peers are in the chat. We encourage you to connect there!

Today's Line Up



Julie Patterson

Senior Communications
Strategist
City of Aurora



Sara Van Holbeck

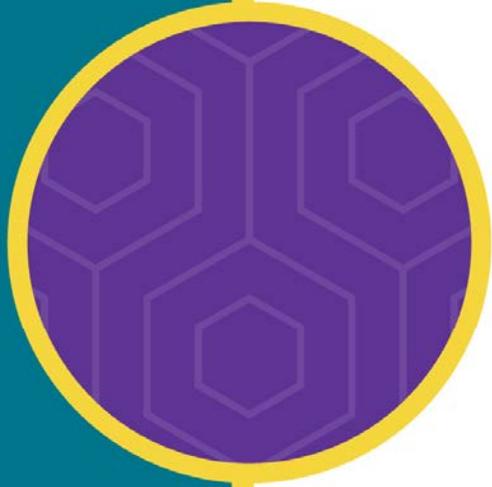
Marketing & Communications
Senior Supervisor – Parks, Recreation
and Open Space
City of Aurora



William Bevil

Communications and Public
Engagement Manager
City of Fort Collins

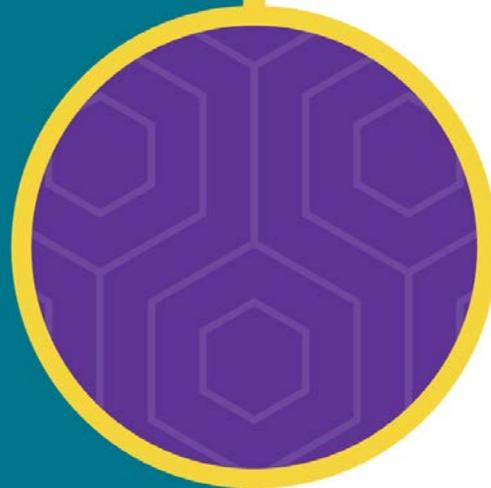
EngagementHQ: Expanding Our Reach



Engage Aurora: Expanding Our Reach

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Engage Aurora launched in 2021

Why Engage Aurora?

- To unify our public engagement efforts citywide
- To make our public engagement more accessible and robust
- To expand our toolkit for input and analysis

Preparing for launch

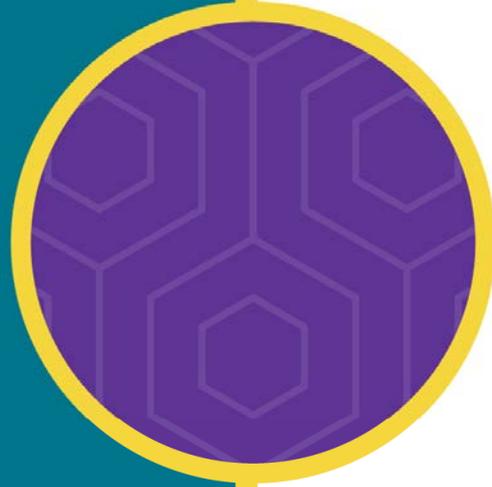
- Identified system of management
- Created request system for new project pages
- Developed a planning guide for contributors
- Created a Teams site, which evolved into regular monthly meetings as a group
- Added Google Translate to site



Engage Aurora: Signs of Success

Ways we promote Engage Aurora:

- Prominent placement on city website
- Project promotional materials
- Newsletters (printed and electronic)
- Social media platforms
- AuroraTV



Our numbers tell the story

Visits since February 2021: 146,699

Contributions: 13,223

Registrations: 1,438

Activity fluctuates depending on the project and how we promote

March 2023: Most activity in one day

- 6,850 visits
- 2,697 contributions

May 2024: Second most activity in one day

- 5,854 visits
- 1,189 contributions



Projects that worked American Rescue Plan Act



American Rescue Plan Act: We Heard You

Documents

- ARPA State and Local Fiscal Recovery Funds - 2024 Report (21.1 MB) (pdf)
- ARPA State and Local Fiscal Recovery Funds - 2023 Report (2.23 MB) (pdf)
- City of Aurora Recovery Plan - 2022 Report (1.23 MB) (pdf)

Community Assistance

Post your ideas for how ARPA funds could be spent to provide community assistance (examples: rental assistance, affordable housing, homelessness services, a homeless shelter or small business relief).

community assistance

Share

- 1. homeless shelter for the Northwest area between Parker Rd and Chambers Rd along mississippi ave or I888 ave. 2. Drug Treatment center.**
The homeless population has boomed in this area and it seems like it would be a good idea and there are plenty of empty lots where...
- Government Functions**
Any added money to the City of Aurora needs to be spent upon infrastructure and emergency services. Everything else should...
- Routine Waste Management Program in collaboration with the homeless population to remove unwanted garbage, waste, and hazardous materials.**
While I am blessed to own a home in Aurora, I live near so many who sadly have not been as fortunate. While we work to ease the...
- Help people get rehabilitation and not living on the streets. I COULD USE A HOME**
- Improve Aurora's waterfront parks**
Toil Gate Creek in particular is channelized in a straight, concrete ditch in a broad floodplain - introduce some meanders and...
- Create a small concert venue. Why do I have to leave Aurora to entertain**
Entertainment
- Recovery center for female youth and young adult women. We could expand services that are currently being provided through our non profit.**
Recovery center for female youth and young adult women
- Scholarship Opportunities / Workforce Training for Aurora First Food Responders We propose to support Aurora's diverse loc...**
- Aurora youth conservation corp.**
- share use and accounting**
- Replace arterial fencing in older non-metro district neighborhoods**
- Create a homeless shelter and give people an address. Create a**

- Reached out to community to get ideas on how to spend \$65.4 million in American Rescue Plan Act funding provided to us
- Focused ideas on three funding categories (Community Assistance, Infrastructure and Service Preservation)
- Engage Aurora site featured survey tool and the ideas board, which was very successful
- By the numbers: 4,000 aware, 2,100 informed, 911 engaged
- Results helped guide City Council's decisions on spending

Projects that worked

Dream Big for Aurora Youth



Home / Dream Big for Aurora Youth

Dream Big for Aurora Youth

Funding for this project has been allocated.

The sale of the Denver Broncos in 2022 resulted in a \$41 million refund to cities and counties in the metro area that helped fund the stadium, including Aurora. Of that funding, Aurora was provided with a one-time award of \$3.8 million to be used for youth activity programs.

City staff sought community input on how the city should spend the one-time award on youth activities, which resulted from the sale of the Denver Broncos, by conducting extensive community outreach to youth, parents and youth-serving organizations from Feb. 21 through April 21.

City Council considered community feedback received as part of the campaign outreach efforts and selected projects to award at the July 24 City Council study session. For a summary of the funding allocations, visit the FAQ section on this page.

There are no limits to entries.

Share

FAQs

- How did Aurora City Council allocate the funding?
- Where can I learn more about the funding?
- What are the spending stipulations for "youth programs or activities"?
- How will the city be collecting community input for this project?
- I'm a youth-serving professional, how can I help?

Back2Basics

Teaching basic life skills to empower youth and mold them into responsible and productive adults. www.back-2-basics.org

Fund and encourage FIRST robotics programs

There is a wonderful robotics program with different levels of competition for age groups. NGTbattebots.com The youngest level...

I have an idea to build a facility that would involve a music studio/podcast, studio, dance, studio, photography, studio, sneaker store.

College Readiness Programs

Many schools lack acceleration programs such as International Baccalaureate and Advanced Placement. Funds can be allocated...

youth mental health programs or food programs for families.

better and safer public transport and "ghost towns" renovated and cities more densely populated rather than expanding into nature

A Recording Studio and Performance Space for Young Musicians

Create a car-free/walking area where multi-sectored food trucks near the art corridor on Colfax during the summer.

AU/ Food walking area near The Fox

Leiter

MiddleSchoolParent

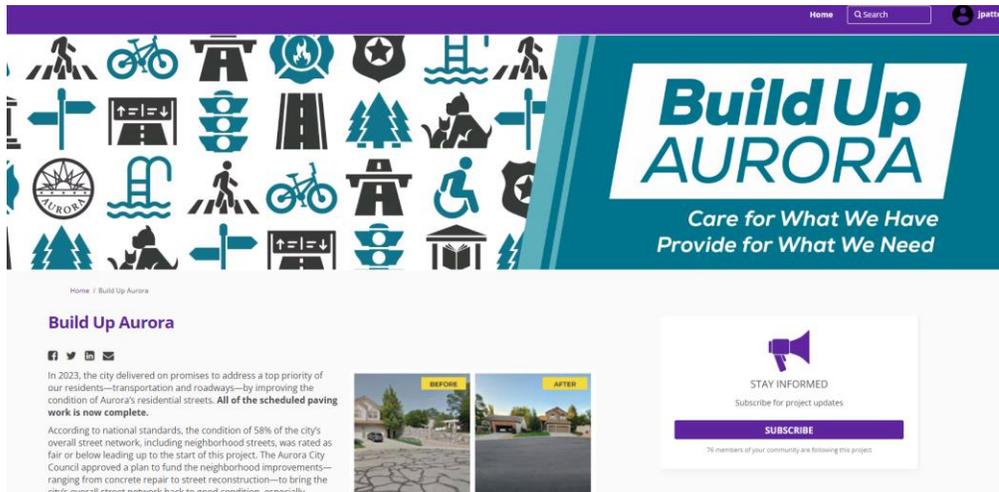
Heatherrt

Epawinc

- Reached out to youth, parents and youth-serving organizations for ideas on how to spend \$3.8 million in Denver Broncos sale funds for youth activity programs
- Engage Aurora site featured survey tool and the ideas board, which was also a very successful approach
- By the numbers: 3,700 aware, 2,200 informed, 1,600 engaged
- Results helped guide City Council's decisions on spending

Projects that worked

Build Up Aurora



- Raised awareness regarding city's effort to improve the condition of our residential streets after several years of deferred maintenance
- Goal was to inform and educate
- Engage Aurora site featured the questions tool and an embedded interactive map (external platform)
- By the numbers: 6,100 aware, 3,000 informed, 69 engaged
- We responded to more than 75 questions and residents were able to track progress on work to completion

Projects that worked

Connecting Aurora: Our Multimodal Transportation Master Plan



Transit Engagement

You will be submitting this survey as [jesters](#), to change this [logout](#)

1. What RTD transit improvements are most important to you (choose 3)?
¿Qué mejoras del transporte público de RTD son más importantes para usted (elija 3)?

- Service to new areas | Servicio a nuevas zonas
- More frequent service | Servicio más frecuente
- Better bus stops | Servicio de autobús más rápido
- Faster bus service | Servicio de autobús más rápido
- Shorter walking access to transit | Acceso más corto a pie al transporte público
- Safety and security | Seguridad y protección
- Other (please specify)

[Submit](#)

Transit today - Draft

Share your thoughts: **Tell us what transportation improvements are most important to you.**

- Over 350,000 people and nearly 140,000 jobs in Aurora are located within ½ mile of RTD's bus network.
 - Over 8,300 people do not have access to a car.
- Approximately 12.7% of the 3+ million population within RTD service area lives in Aurora.
- RTD has 24 bus routes, 1 Flatiron Flyer route, 2 light rail lines, 1 commuter rail line, and 2 SkyRides lines that provide transit services in Aurora.
 - 20% of all RTD routes
 - 11% of RTD service hours operated in Aurora.
- 1,063 of RTD's bus stops are in Aurora.
 - 12% of all RTD bus stops.
- 11 of RTD's rail stops are in Aurora.
 - 14.3% of all RTD rail stops.
- RTD had 35,094 average weekday boardings (September 2023) in Aurora.
 - 17% of RTD ridership

[RTD Transit Routes - Click to Enlarge](#)

This data reflects RTD's current service and data noted here was collected from RTD and the city of Aurora. The map represents routes that are serviced by RTD currently. The city of Aurora does not operate RTD transit service.

- Goal is to receive significant community feedback as the plan develops to ensure community needs are fulfilled
- Engage Aurora site used the newsfeed tool to create a virtual open house setting; two surveys; places map; one-word response; questions
- By the numbers: 4,800 aware, 2,100 informed, 1,500 engaged
- Evolving page as the project progresses; now features a one-question summer survey

Projects that worked

Our Parks, Our Places



Our Parks, Our Places: A Plan for Aurora's Parks, Recreation and Open Space

Thanks for participating. The campaign has concluded.

Let's build the future of Aurora together

The city of Aurora is planning the future of its Parks, Recreation and Open Space Department. The purpose of this project is to understand the community's needs now and into the future.

Aurora has 8,000 acres of open space, 103 developed parks, two reservoirs, three nature centers, five golf courses, six recreation centers and 10 community pools.

You are at the heart of this story. Together, let's create a parks, open spaces and recreation system throughout Aurora which reflects the beauty and diversity of our community.

What do you want your parks, recreation and open space to look like?

The master plan is now available for public review. [Click here to view the master plan in full.](#)

Project Vision and Themes:

Equitable Access: How do we ensure everyone can enjoy Aurora's parks, programs, events and facilities?

Community Connections: Healthy and Safe, Operational Efficient, Sustainable Growth

Master Plan Public Review

- Our Parks, Our Places: A Plan for Aurora's Parks, Recreation and Open Space (18.1 MB) (pdf)
- Our Parks, Our Places Executive Summary (English) (32.7 MB) (pdf)
- Our Parks, Our Places Executive Summary (Spanish) (32.6 MB) (pdf)

Important Links

- Sasaki.com/AuroraParks

Community Plan Process

Discovering

We'll start with learning and listening. The first chapter is all about digging into everything we can about the existing parks, open spaces, and recreation facilities. We'll be listening to learn what park's people visit, how they use them, and...

The screenshot displays a grid of community feedback items. Each item includes a user profile picture and name, a title, a description, and a photo. The items are:

- chrysephanie** (a year ago): Village Green Update / grade. Description: This building and pool need a serious update and upgrade. Both the building and pool are very small and the building has a bad layout. T...
- Finny042** (a year ago): Hampden Run Park Additions. Description: It would be nice if the wavy cement area could be extended into the open area to make a mini trail. There are a number of kids that like to us...
- Marlene.Miranda** (a year ago): Bellewood park. Description: Hi I was reaching out to see if Bellewood park could be considered for an update. Perhaps a ...
- Wboge812** (2 years ago): Promote what local restaurants, attractions and businesses you can access by using the open space and park trails. ...
- Cmagio72** (2 years ago): Indoor Tennis Courts. Description: Hi: I love tennis and play on the city of Aurora's we...
- dtaentzer** (2 years ago): I think someone in Aurora Parks and Rec should be assigned to update Google Maps on the latest bike trails in Aurora.
- amadordjimenez** (2 years ago): more tennis courts. Description: Baseball is a sport for white families mostly. Sports like tennis are growing fast in the USA ...
- EA** (2 years ago): Parks for us. Description: The parks are moving into run down phase. Maybe have 3 Community serve parks day to help fix them? Also, Please add dark night light...
- discmaniac** (2 years ago): More Disc Golf Courses. Description: Disc golf is a great outdoor activity for all ages. It can be challenging but also just a fun way to take a walk. The maintenance is low and we ...
- SummerValley_CO** (2 years ago): Riparian Greenways & Open Space Corridors. Description: Aurora is blessed with many natural streams/creeks that have so much potential to serve as open space corridors and riparian ...

- First ever master plan for Parks, Recreation & Open Space
- Community feedback cornerstone of project
- Project focused on equitable access to PROS amenities, community connections, health and safety, operational efficiencies and sustainable growth
- Combination of in-person engagement and online through surveys, Ideas, Questions, and Forum; the Ideas tool was very popular
- More than 17,000 community touchpoints over a year; 5,300+ aware and 1,200+ informed

Projects that worked

Central Recreation Center Park Site



Central Recreation Center Park Site



The city of Aurora is making plans to design and construct a new park near the Central Recreation Center, located at 18150 E. Vassar Place. This 12-acre park will add to the recreation center project by providing outdoor recreation activities and spaces for citizens. The park design will complement and enhance the existing recreation center. The project is currently in the master planning phase.

Project highlights may include:

- Playgrounds for all ages and abilities
- Open play areas
- Concrete trails with connections to the park, the recreation center and regional trail system
- Picnic areas with shade structures, tables and grills
- Improvements to the nearby irrigation pond and the adjacent Hutchinson Channel greenbelts, up to and possibly including the removal of the pond and converting bluegrass to native grasses along the channel



Aurora Water will partner with PROS at the public meeting.

The input of the nearby neighbors and residents is desired. Materials can be viewed here on Engage Aurora the

Please monitor this page for future events and updates.

Feel free to contact us directly at mwoolley@aurora.gov

Thank You!

Central Recreation Center Park Site

Share your input as the master plan for the park is presented and help refine what the future park may look like.

Comparta su opinión cuando se presente el plan maestro para el parque y ayude a refinar cómo se verá el parque en el futuro.

OPEN HOUSE
Tuesday, May 7, 6 p.m.
CENTRAL RECREATION CENTER 18150 E. Vassar Pl.

Unable to attend in-person? View the presentation at EngageAurora.org/CentralPark starting May 7.

¿No puede asistir en persona? Vea la presentación en EngageAurora.org/CentralPark a partir del 7 de mayo.

Project information can be found here:
EngageAurora.org/CentralPark
Información del proyecto:
EngageAurora.org/CentralPark

AURORA PARKS, RECREATION & OPEN SPACE
AuroraGov.org/PROS

- Engaging with residents in a two-mile radius of Central Recreation Center for input on development of new park
- Challenge: Project launched in spring 2022 and was on hold publicly until spring 2024; had to get residents re-engaged
 - Mailer sent to 7,100+ residents
 - Emails to HOAs/neighborhood groups
- Page focuses on information, including project concepts, and surveys in English and Spanish
- By the numbers: 2,400+ aware, 661 informed, 151 engaged; 150 survey responses

Projects that didn't work

Nature Exploration Area



- Goal to collect feedback for a nature play area being built at the existing Morrison Nature Center
- Created two separate Engage pages, one in English and one in Spanish
- By the numbers:
 - English page: 936 aware, 347 informed and 141 engaged
 - Spanish: 137 aware, 32 informed and 0 engaged
- Unique project compared to many PROS projects; nature center is a destination vs. neighborhood park
 - Feedback gathered successfully in person by users

Nature Exploration Area at Morrison Nature Center

Play. Learn. Explore.

The city of Aurora's Parks, Recreation and Open Space Department is seeking input from the community for the new inclusive outdoor nature exploration area being built at Morrison Center at Star K Ranch, 16002 E. Smith Road. The exploration area will consist primarily of elements and textures found in nature, including tree logs, boulders, plants, stumps and climbing elements, all dependent on the final design.

Over time, Star K Ranch has been a special place where species of all kinds come together to find water, food, shelter, safety, and connection. Aurora residents can feel grounded as they enjoy the riparian ecosystem of Star K Ranch.

The new nature exploration area at Star K Ranch will nurture the history of this unique Aurora Open Space while encouraging its community to explore, connect, and play.



Documents

Nature Exploration Area at Morrison Nature Center - Final Designs - Sept. 2023.pdf (16 MB) (pdf)

Área de Exploración de la Naturaleza en Morrison Nature Center

Juega. Aprende. Explora.

Parks, Recreation & Open Space (el Departamento de Parques, Recreación y Espacios Abiertos) quiere escuchar la opinión de la comunidad para crear la nueva área inclusiva de exploración de la naturaleza al aire libre que se está construyendo en Morrison Nature Center en Star K Ranch, 16002 E. Smith Road. El área de exploración consistirá principalmente en elementos y texturas que se encuentran en la naturaleza, incluidos troncos de árboles, rocas, plantas y elementos para escalar, dependiendo del diseño final.

Con el tiempo, Star K Ranch ha sido un lugar especial donde especies de todo tipo se reúnen para encontrar agua, comida, refugio y seguridad. Al igual que las raíces del árbol de álamo, los residentes de Aurora, tanto humanos como los que no lo son, pueden sentirse conectados a la tierra mientras disfrutan del ecosistema ribereño de Star K Ranch.

La nueva área de exploración de la naturaleza en Star K Ranch nutrirá la historia de este espacio abierto único de Aurora mientras alienta a su comunidad a explorar, conectarse y jugar.

Participe y comparte sus comentarios en una reunión pública el próximo jueves 16 de marzo en Morrison Nature Center, 16002 E. Smith Road. La reunión será de 6 a 7:30 a.m. y se puede llegar a cualquier hora entre esas horas. ¡Personas de todas las edades pueden asistir y compartir sus ideas!

News feed Survey Ideas Questions

STAY INFORMED
Subscribe for project updates
You're already following this project
Unsubscribe
10 members of your community are following this project

STAY INFORMED
Subscribe for project updates
SUBSCRIBE

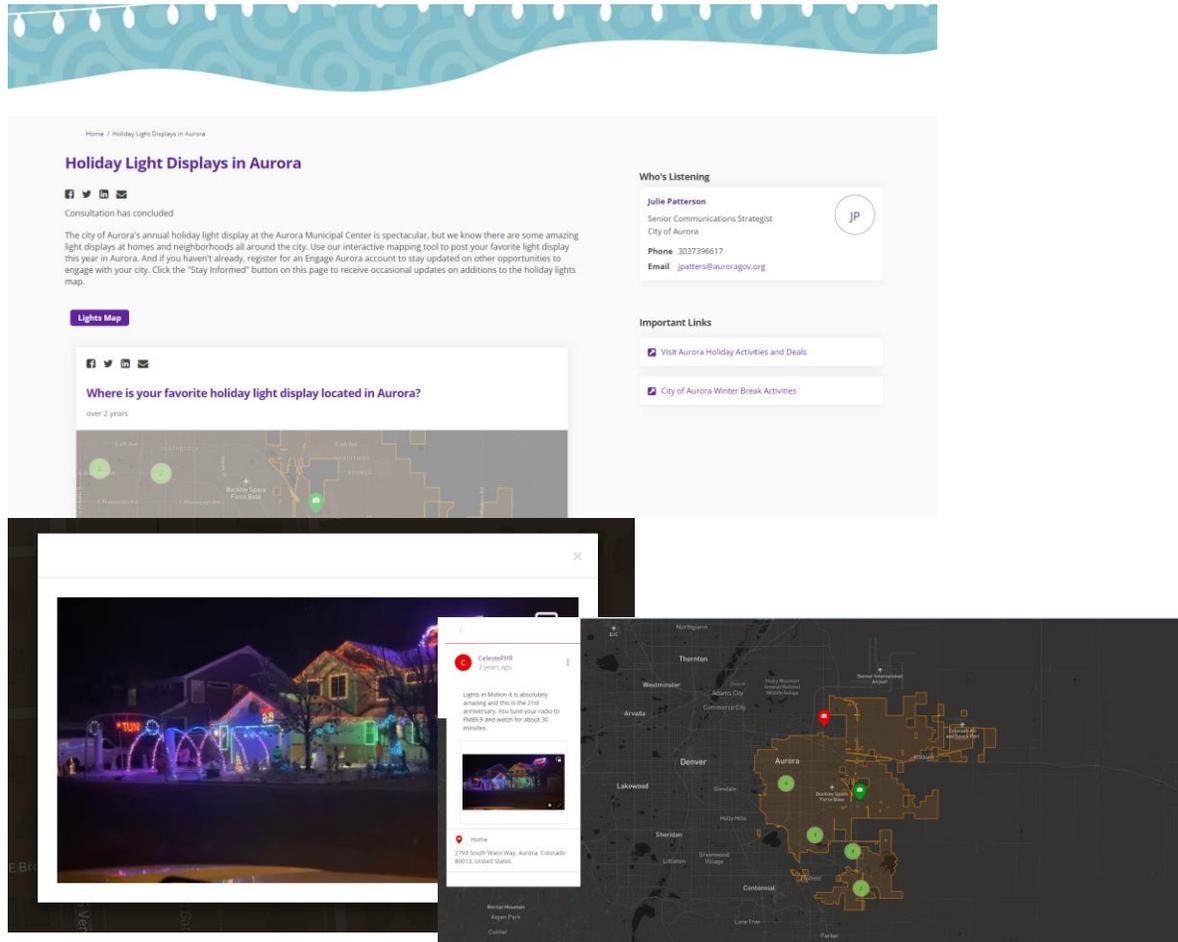
Quien está escuchando

Sara Van Holbeck
Coordinadora de Conexiones Comunitarias
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Brenda Mendoza Ortega
Especialista en Comunicaciones
Email bmendoza@auroragov.org

Projects that didn't work

Holiday Lights



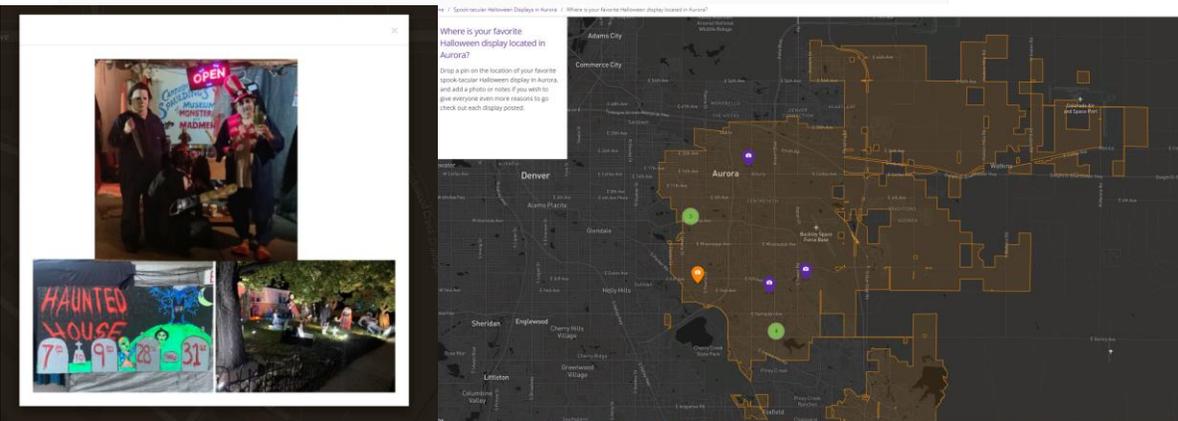
- Goal was to attract new visitors to Engage Aurora, raise awareness about the platform and provide a fun way to interact with the site
- Engage Aurora site featured the places map
- By the numbers: 1,100 aware, 595 informed, 12 engaged
- May attempt again this year with the hope of building interest with consistency

Projects that didn't work

Halloween Displays



- Goal was to attract new visitors to Engage Aurora, raise awareness about the platform and provide a fun way to interact with the site
- Engage Aurora site featured the places map
- By the numbers: 610 aware, 369 informed, 10 engaged
- May attempt again this year with the hope of building interest with consistency



Engage Aurora: What's Next?



Integrating Recommendations from Benchmarking Report, like:

- Evidence of strong governance and oversight was observed and commended
- Implementing Project Showcase to reduce amount of content on home page
- Add header above project intros
- Establish consistency in how materials in other languages are integrated within project pages
- Adding messages consistently to point users to Google Translate for translation needs
- Use demographic report data to identify areas of the city to target for greater participation





Questions?



Community Engagement and Digital Platforms

William Bevil

Communications and Engagement Manager

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OUR CITY FORT COLLINS

Join the conversation! ourcity.fcgov.com



Community Engagement @ CoFC

- Hybrid model for engagement staffing and delivery

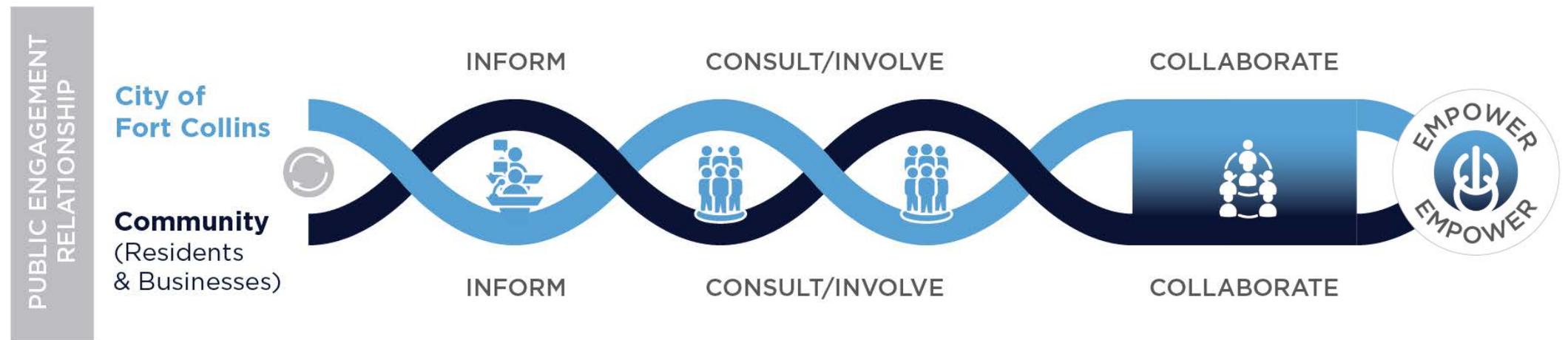


- Hybrid model for engagement staffing and delivery
- International Association for Public Participation (IAP2)



PUBLIC ENGAGEMENT SPECTRUM

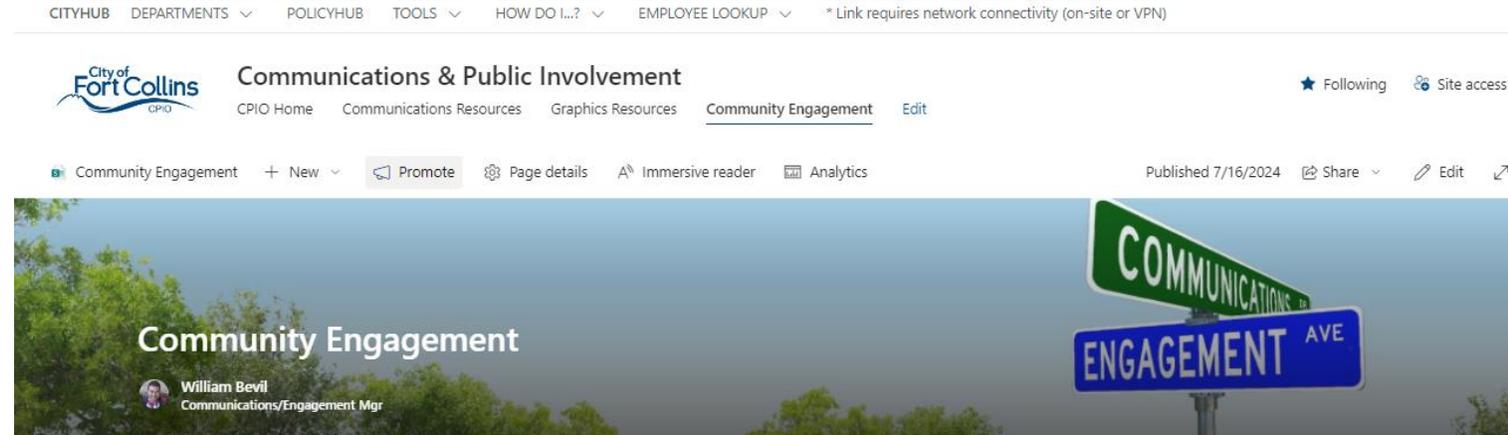
INCREASING IMPACT OR PERCEPTION OF IMPACT ON PUBLIC



Community Engagement @ CoFC



- Hybrid model for engagement staffing and delivery
- International Association for Public Participation (IAP2)
- Centralized hub for resources, guidelines and best practices



Welcome to the Community Engagement resources hub!

The City of Fort Collins places a high value on the involvement and engagement of our community members. Local government has the advantage of being closest to the people it serves. It protects and enables the lives of the community's residents every day by providing basic needs—from critical services like utilities, sidewalks and roads—to cultural enrichment opportunities and healthy natural spaces.

Fort Collins residents have high expectations when it comes to public involvement. **Never underestimate the level of public interest in your project.**

This page is regularly updated with new guidelines, engagement tools, and other resources. If you have thoughts about content to be included on this page, [please let us know!](#)



Our Approach

Effective public engagement provides ways for people to take part in the conversation, to learn, to work with others, and feel empowered and safe to voice concerns and contribute opinions. It's about more than just providing passive input. Participants are actively contributing to the conversation, informing decision making, and taking part as collaborative problem solvers and influencers of outcomes.

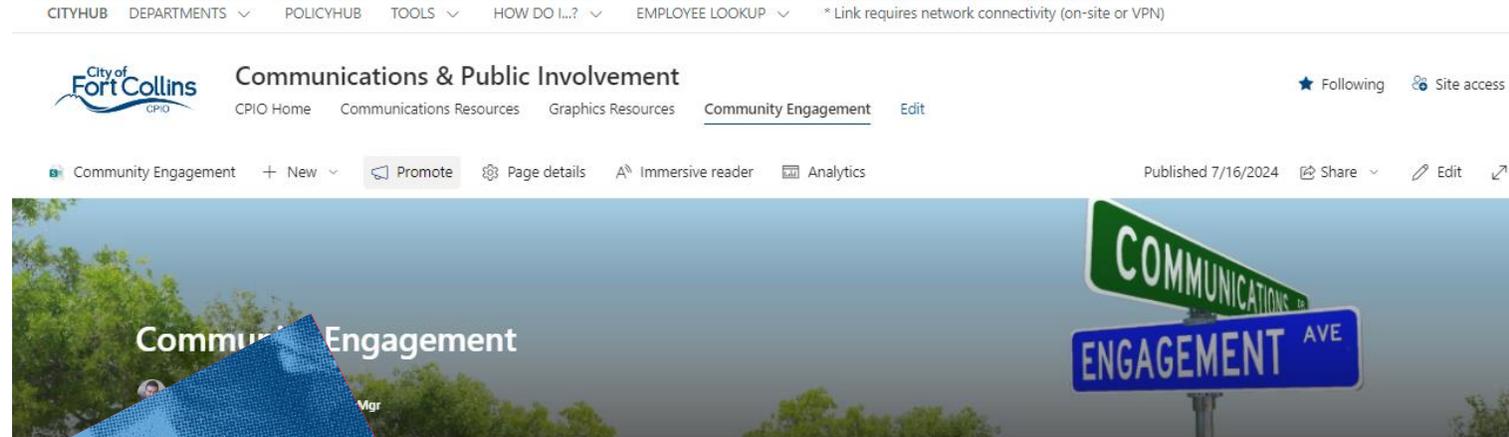
Key tenants of successful public engagement include:

- Careful Planning and Preparation
- Inclusion and Demographic Diversity
- Collaboration and Shared Purpose
- Openness and Learning
- Transparency and Trust
- Impact and Action
- Sustained Engagement and Participatory Culture

Community Engagement @ CoFC



- Hybrid model (staffing and engagement best practices)
- International Association for Public Participation (IAP2)
- Centralized hub for resources, guidelines and best practices
- Updating our 2019 Public Engagement Guidelines



Approach

Public engagement provides ways for community members to take part in the conversation, to work with others, and feel empowered to voice concerns and contribute to the conversation, informing decision-making and taking part as problem solvers and influencers.

Key tenants of successful public engagement include:

- Careful Planning and Preparation
- Inclusion and Demographic Diversity
- Collaboration and Shared Purpose
- Openness and Learning
- Transparency and Trust
- Impact and Action
- Sustained Engagement and Participatory Culture

Community Engagement @ CoFC



Engagement HQ (“Our City”)



- Launched in 2017



Welcome to Our City Fort Collins!

Welcome to **Our City Fort Collins**, the City of Fort Collins' hub for online engagement! We believe that cities thrive when community members are active partners and collaborative problem solvers in all aspects of local government. Whether it's naming the next park, strategizing climate action efforts, reshaping the future of City streets, prioritizing what programs you want your tax dollars to support—or a number of other major City projects—we invite you to **join the conversation** and help shape the future of Fort Collins.

[Join the Conversation](#)

Engagement HQ (“Our City”)



Portable photo-op display



Speak. Learn. Listen. Share. React. Participate.

Chime in on the biggest local projects: housing, planning, culture, taxes, local biz.

SEE THE LATEST AND BE IN THE KNOW WITH TIMELY NOTIFICATIONS



DROP A PIN ON A MAP SEE THE RESEARCH OR TAKE A QUIZ COMMENT, POST & TWEET



DO YOU HAVE AN OPINION OR WANT TO SUPPORT A LOCAL PROJECT? WE MAKE IT EASY



OURCITY.FCGOV.COM IS AN EASY, ONE-STOP EXPERIENCE WHERE YOU CAN EXPRESS IT ALL



YOU'RE IN GOOD COMPANY WITH 3,000 USERS AND NEARLY 40,000 VISITS



IT'S **OUR** CITY

It's all ready for you at ourcity.fcgov.com

IT'S **YOUR MY OUR** CITY



YOU DECIDE! Choose when, how and where you want to be involved in your community by visiting fcgov.com/myfoco

YOUR - education, information, news outlets
MY - culture, expression, entertainment
OUR - speak up, volunteer, co-create



Promoting Our City

City of Fort Collins - Government
January 26 · 🌐

The City and Midtown Business Improvement District want to make South College between Drake and Horsetooth safer, accessible and enjoyable for all modes of transit. Have some ideas on how to improve it? Let us know!

Join the conversation and make your voice heard! 🗣️

ourcity.fcgov.com/midtownbid



You and 27 others

Like Comment Share

City of Fort Collins - Government
February 10, 2023 · 🌐

The City is considering changes in how you get your trash (and recycling) picked up from residential addresses. Wondering what's next? 🤔

Council will consider a possible trash hauling contract at their Feb. 21 meeting. Get the deets or sign up for an info session 🗨️ https://ourcity.fcgov.com/cont.../widgets/45562/key_dates...

Get answers to commonly asked questions and learn more 🗨️ <https://ourcity.fcgov.com/contract-for.../widgets/49747/faqs>



You and 5 others

Like Comment Share

Our City Projects

Fast facts:

- 102 projects representing almost every City Service Area.
- 337,590 total visitors since launch
- 8,965 registered
- 30,671 contributions

Projects with highest engagement:

- Connexion (HSBB Utility)
- Future of Hughes Stadium
- City Plan

Most commonly used platform engagement tools:

- News Feeds
- Surveys
- Forums / Ideas
- Places

The screenshot displays a web interface for 'Our City Projects'. At the top, there are filters for 'All', 'Published', and 'Archived', along with a 'Filter by name' search bar. The main content area is a grid of project cards, each with a status label (PUBLISHED or ARCHIVED), a representative image, and a title. The projects shown include:

- Which Wheels Go Where?** (PUBLISHED): Image of a person on a skateboard and a person on a bicycle.
- Marco estratégico de Áreas naturales** (PUBLISHED): Aerial view of a natural area with trees and water.
- Water Supply Requirements and Non-Res...** (PUBLISHED): A landscape with a stream and greenery.
- Outdoor Pickleball Complex: Feasibili...** (PUBLISHED): Graphic with text 'Outdoor Pickleball Complex FEASIBILITY IN FOCUS'.
- Strategic Trails Plan** (PUBLISHED): Silhouettes of people walking, running, and a dog on a trail.
- Natural Areas Strategic Framework** (PUBLISHED): Aerial view of a natural area with trees and water.
- Midtown Corridor Improvement Projects** (PUBLISHED): Map showing streets like E. Drake Rd., S. Lemay A., S. Shields, Swallow Rd., Foothills Mall, E. Horsetooth Rd., and a 'Comedor del centro de la ciudad'.
- City Priorities & Goals** (PUBLISHED): Aerial view of a city neighborhood.
- Rooted in Community: Urban Forest Str...** (PUBLISHED): Logo for 'Rooted In Community Urban Forest Strategic Plan'.
- Water Efficiency Plan Update** (PUBLISHED): A hand holding a glass of water with a tap in the background.
- Sustainable Funding for Identified Needs** (ARCHIVED): Graphic with text 'SUSTAINABLE FUNDING FOR IDENTIFIED NEEDS' and 'City of Fort Collins'.
- "Hill Pond" Feasibility Study** (PUBLISHED): A pond surrounded by trees.
- Economic Health Strategic Plan** (ARCHIVED): A person walking on a sidewalk with a bicycle.
- Land Use Code - Housing Related Updat...** (ARCHIVED): A group of people standing in a park-like area.
- Building Performance Standards** (PUBLISHED): A modern brick building.
- Xeriscap and Soil Amendment Policy U...** (PUBLISHED): A landscaped area with trees and plants.
- [Unlabeled]** (PUBLISHED): Aerial view of a city neighborhood.
- [Unlabeled]** (PUBLISHED): A large tree in a park-like setting.
- [Unlabeled]** (ARCHIVED): Aerial view of a city neighborhood.
- [Unlabeled]** (ARCHIVED): Graphic with a dollar sign and a machine.

**WANT TO REIGN
IN ON WHAT'S
HAPPENING IN
OUR CITY?**

VISIT

OUR CITY FORT COLLINS



- Refresh and re-introduction with public engagement staff
- Encouraging use of the platform and assisting with evaluating use of Our City against projects
- Increased training and resources



What is Our City?

[Our City](#) is an online interactive public engagement tool using the [EngagementHQ](#) platform. It has many tools to gather community feedback and help people engage with and shape City initiatives. Our City can host individual pages for large and small projects. A customizable suite of tools facilitates listening, gathering feedback, as well as analysis and reporting associated with interpreting community feedback.

[Watch a 4-minute overview video](#)



What makes a good Our City project?

Use the criteria below to determine which projects are a good fit and to set a consistent expectation of engagement on the platform.

- Project will go before Council and/or is likely to have significant public interest
- Long-term project (at least over three months)
- Public engagement period will be open for three weeks or more
- Project is at the Collaborate level (or higher) on the [IAP2 Engagement Spectrum](#)
- Project is multi-faceted and would benefit from mapping, polling, dialogue, etc.
- Public feedback will be used and incorporated in the outcome
- There is capacity for analysis and a report back/conclusion phase of the project
- There is at least one project manager or program lead that can help manage the project on Our City (respond to questions within 48 hours, update information and tools as needed, report back to the community, etc.)

Does your project meet most of these conditions? If so, continue to the next step below. If not, there are other engagement methods. Complete a [Communication Request Form](#) and CPIO can work with you to identify other options.

- “Project building 101”
- Greater awareness and use of Granicus’ University library.
- Linking with and feeding into end products (e.g., engagement reports)
- Developing design and style guidelines specific to Our City.
- Policy guidance around Digital Accessibility and Content Moderation

Self-service Resources and Training

[Granicus](#) offers many free resources including webinars, help forums, and online articles. Check out the links below for more information. Generally speaking, the City’s user license includes the full array of options that EHQ is capable of. Integrating with other systems and custom code requests involve additional costs. Consult with CPIO if you are in need of additional functionality on an Our City project page.



Granicus University Library



Reporting on your Engagement



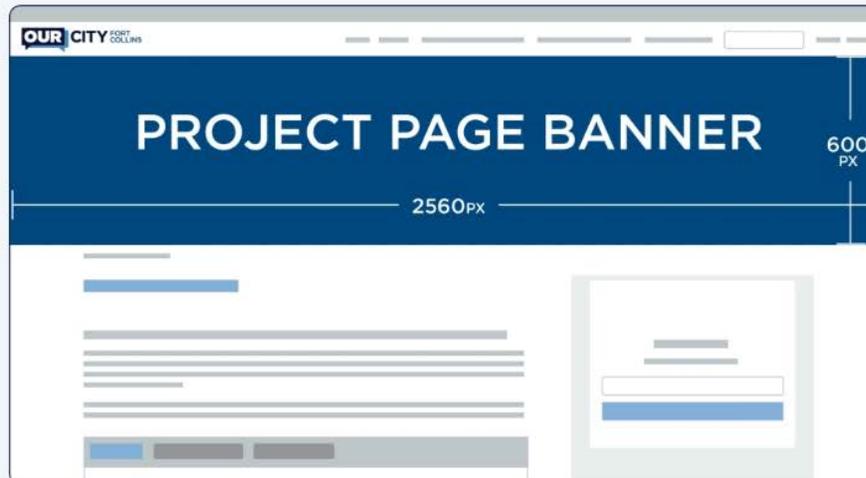
Project Building 101



EngagementHQ Help Desk

Our City Resources

The resources below have been curated for those involved with or leading the administration of Our City project pages. Additional training and resources are regularly added to [Granicus’ website](#) (our vendor/provider for the EngagementHQ platform).



Our City Image Guidelines

PROJECT PAGE BANNERS

- Size: 2560px x 600px
- Banners should not include text. This is for accessibility reasons and because text often gets cut off due to scaling.
- The City brand guide recommends light, bright, and colorful imagery.
- Image should be evocative of your project and help tell its story.

PROJECT TILES

- Size: 2560px x 600px
- Again, do not include text.

[Download the full guidelines here.](#)

- Increased awareness and understanding the EngagementHQ/Granicus tool kit:

- Connectivity with IAP2 principles
- Unique capabilities not available on our existing website CMS
- Creative applications of the tools
- Encourage experimentation

Discover the Tools

The Our City platform offers several digital engagement tools that can be used alone or in combination. They offer a range of experiences designed to foster group participation and interaction, as well as individual feedback options.

Before you select your tools for engagement, think first about what you would like to learn from participants.

Tool selections should reflect the type/level of engagement you are conducting. Consult [the IAP2 Spectrum](#) first to match tools to your goals and objectives, and the needs of your audiences.

EngagementHQ Tools Spectrum

Managing your project communications



Open Environment Tools



Mixed Environment Tools



Controlled Environment Tools



Granicus's provides 24/7 moderation for Our City tools to ensure fair and transparent public consultations. Moderators follow a standardized process to ensure that contributions are reviewed and assessed in an impartial manner according to the [forum etiquette and moderation policies](#).

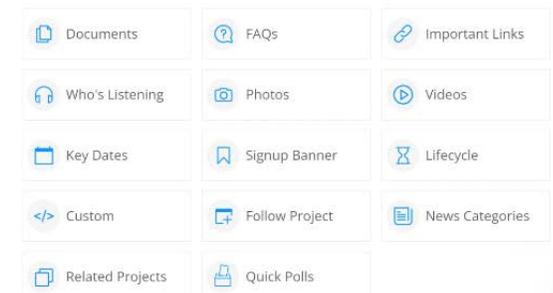
You can also [view this helpdesk article](#) for more information about how moderation works on Our City.

Get Widget with It

Engagement HQ has a library of sidebar widgets that provide important information about the project. These include timelines, historical documents, draft materials, photo galleries and more.

"Who's Listening" is required on all Our City project pages. This widget spotlights one (or more) staff who are involved.

Key Dates is also strongly recommended to show the project lifecycle and important milestones such as Council meetings, readings, etc.



Our City - Learnings

- Follow best practices - identify the level and type of public engagement desired. Match tools to needs/objectives.
- Make EHQ the “home base” for the projects, *including* activities that are not online.
- Drive traffic there to build critical participatory mass; underperforming EHQ projects do not give enough information to be useful.
- Be prepared to explain why registration is required
- Build capacity and governance/management structure for the site
- Leverage the analysis and reporting tools within the platform



Increased awareness and understanding the EngagementHQ/Granicus tool kit:

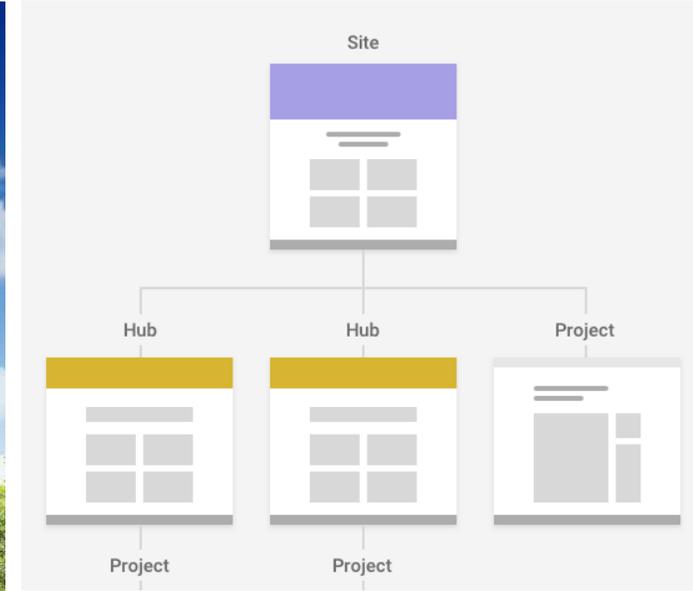
- Among Communications staff
- Connectivity with IAP2 principles
- Unique capabilities not available on our existing website CMS
- Creative applications of the tools

Launching Hubs

- Piloting with larger departments, including Planning & Zoning; ground testing viability to create ‘home bases’ for these content areas.

Language Access & Accessibility

New website w/Granicus affords lots of opportunities for seamless integration across platforms.





Questions?

ourcity.fcgov.com

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Questions?



Thank you!!

Questions? Contact info@granicus.com